Funnels That Sell
FREE RESOURCE - funnelsthatsell.com

TEMPLATE - PDF

Landing Page Copy Template - Fill In The Blanks

The 7-section coaching landing page, section by section: formula, worked example, then blank lines for yours.

7 SECTIONS | FORMULAS + EXAMPLES | FILL-IN READY

Works for opt-in pages, booking pages and program sales pages. Same skeleton, different depth.

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How To Use This Template

Every high-converting landing page - regardless of niche - follows the same 7-section skeleton. For each section you get: the formula, a worked example (fictional career coach, 'Ayesha'), and blank lines to write yours. Fill it in order; each section feeds the next.

#	Section	One job
1	The Hero	Prove 'this is for me' in 3 seconds
2	The Problem	Show you understand their Monday morning
3	The Mechanism	Explain why this works when other things failed
4	The Benefits	Paint the after-state, 3 specific wins
5	The Proof	Make results believable with real stories
6	The Offer	Stack the value, state the price clearly
7	The Close	Risk reversal + FAQ + one final CTA

THE 3-SECOND RULE

A visitor decides to stay or leave in about 3 seconds - that's section 1 alone. If your hero is vague, nothing below it gets read. Nail the hero first, always.

SECTION 1 The Hero

Above the fold: headline + subheadline + CTA + credibility line.

Headline formula: Achieve [SPECIFIC RESULT] in [TIMEFRAME] - without [THE PAIN THEY FEAR]

WORKED EXAMPLE

Land 5 paying coaching clients in the next 90 days - without posting daily or cold-DMing strangers.

Your headline:

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Subheadline formula: [Mechanism] + [proof/credibility] + [removes the biggest doubt]

WORKED EXAMPLE

The Client Funnel System - the same 5-stage process 120+ coaches use to fill their calendar. No ad budget needed to start.

Your subheadline:

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CTA button: first person beats polite. 'Get The Checklist' > 'Submit'.

Your button text:

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SECTION 2 The Problem

Prove you know their pain better than they can say it. 3 bullets max.

Formula: Name the surface frustration + the hidden cost + the emotional truth.

WORKED EXAMPLE

You're great at what you do - clients get real results. But the phone stays quiet. You post consistently and hear crickets. You know your funnel 'should' exist, but every attempt turns into a weekend of DIY that goes nowhere.

Your problem section:

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SECTION 3 The Mechanism

Why does your approach work when 'just post more' and generic advice failed?

Formula: Name your method + the 3-5 steps in plain words + why the order matters.

WORKED EXAMPLE

The Client Funnel System works because it fixes stages in order: we clarify your promise (Attract), capture leads with one focused page (Capture), build trust automatically (Nurture), convert with a clean booking path (Convert), and only then scale traffic (Scale). Most coaches do stage 1 and hope. The order IS the method.

Your mechanism:

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SECTION 4 The Benefits

Three boxes. Each: a specific, visual after-state. Features tell, benefits sell.

Formula: [What they get] so that [what it means for their life].

Benefit box	Worked example
Box 1 - The steady flow	A predictable pipeline of qualified leads every week - so you stop riding the feast-or-famine rollercoaster.
Box 2 - The time back	Follow-up that runs on autopilot - so your evenings belong to your family, not your DMs.
Box 3 - The confidence	A funnel with real numbers - so you know exactly what to fix, and growth stops feeling like luck.

Your 3 benefit boxes:

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SECTION 5 The Proof

Two testimonials minimum. Specific names, specific numbers, specific timelines.

Testimonial formula: Before-state + what they did + after-state (with a number) + one line of doubt removed.

Weak testimonial (rewrite these)	Strong testimonial (aim for these)
'Great coach, highly recommended!'	'I went from 2 to 11 clients in 4 months - and I finally raised my prices.' - Sana K., business coach
'Changed my business!'	'My opt-in page went from 8% to 34% with the same traffic. Same ads, new words.' - Omar R., fitness trainer
'Amazing experience.'	'I booked 6 calls in my first 2 weeks after the funnel went live. Previously: zero.' - Dr. Fatima N., mindset coach

NO CLIENTS YET?

Use beta-client results, your own before/after story with numbers, or outcome data from your method's source. Honest small numbers beat invented big ones - and never write fake testimonials.

Testimonial 1:

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Testimonial 2:

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SECTION 6 The Offer

Stack every component with a value, anchor the price, state instalments plainly.

Formula: Component + its standalone value, stacked 4-6 deep. Total dwarfs the price.

Component	Worked example	Value shown
Core program	The Client Funnel System - 8 weeks, live builds	$2,500
Templates & swipes	Every page, email and script we use	$499
Live support	Weekly group coaching for 8 weeks	$800
Funnel audit	Personal review of your funnel by our team	$300
Bonus	The 9-day email sequence, pre-written	$299
TOTAL VALUE	(anchor the price against this)	$4,398
YOUR PRICE	or 3 x $297	$897

Your offer stack:

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SECTION 7 The Close

Risk reversal + 4 FAQs + one final CTA. Then stop - nothing below the last button.

Guarantee formula: [Specific promise] + [timeframe] + [what happens if it fails]. Vague guarantees reassure nobody.

WORKED EXAMPLE

Do the work for 30 days. If your funnel hasn't improved on your old numbers, show me your work and I'll coach you free until it does.

Your guarantee:

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Objection	Answer pattern
"I don't have time"	Show the real weekly time cost vs the cost of staying stuck. '4 hours a week for 8 weeks, or another year of DIY?'
"Will it work for me?"	Evidence + honest filter: 'If you have X and Y, yes. If not, here's what to do first.'
"It's too expensive"	Reframe vs the problem: one retained client usually covers it. Compare to the DIY route's real cost: 6 months.
"Can I just start later?"	Real reason to move now + the honest cost of delay in missed clients, not fake scarcity.

Your FAQs (objection + your answer):

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Final CTA: repeat the promise, repeat the button, add the reassurance line.

WORKED EXAMPLE

Ready to land your next 5 clients? Get the full system + every template. 30-day guarantee - either your funnel improves, or I work with you free until it does. [START NOW]

Your final CTA:

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Want us to write and build the whole page FOR you?

Funnels That Sell - funnelsthatsell.com/booking.php

Pre-launch check: loads under 2.5s on mobile - one button color - form above the fold - no navigation links off the page - privacy line near the button - thank-you page has its own next step.